

March 7, 1970 **25** c vol. 97, no. 10, pp. 235-258

Reclaiming wastes by fusion
Orbiting primate experiment
Letter from London
Britain's underwater policy

New dates for Australian man



Announcing America's first (and only)

ALL-BOOK/ **ALL-PUBLIS**

* Not available to dealers, wholesalers, retail book establishments or their representatives or sales agents.



- ENTITLES BEARER to purchase any book in print sold in any bookstore in the United States or its Territories (or listed in the Master Catalog of American Books) at guaranteed discounts up to 81% across the board. (See Footnote 1 below)
- THIS DISCOUNT PRIVILEGE INCLUDES all books in print. E.g., all best sellers such as The Peter Principle, The Godfather, The Inheritors, The Graham Kerr Cookbook, Andromeda Strain, I Ching; all fiction and nonfiction, hard cover and paper back, scientific and technical, political, historical, biographical, religious, philosophical, art, even reference works, unabridged, dictionaries, encyclopaedia sets, college texts, and professional books. No exclusions. exclusions.
- THIS DISCOUNT PRIVILEGE ALSO IN-CLUDES all books of all publishers, without exception. E.g., Random House, Knopf, Doubleday, Harper & Row, Simon & Schuster, Harvard University Press, Oxford University Press, etc. Even rare or "specialist" publish-ers. No exclusions.
- ACCEPTING THIS CARD involves absolutely no obligation or commitment to purchase anything, at any time, for any reason.
- COMPLETE COST of the All-Book/All-Publisher Discount Card, with full privileges, is \$5. There are no other charges. This one-time Resistration Fee is good for life. You need never renew or pay another fee for as long as you live. (See Footnote 2 below)

HOW TO ORDER AT DISCOUNTS UP TO 81%

HOW TO ORDER AT DISCOUNTS UP TO 81% Simply look up selection(s) you want in the Master Catalog of American Books (provided free; see description below) and note the order number listed beside each book. Or, you may prefer to order a book currently offered by some other book club (that, too, is perfectly all right). Or, feel free to copy down the name of any book reviewed or advertised in any publication or sold in any bookstore. Then simply send in your order—accompanied, of course, by your membership number. number.

HOW MUCH CAN YOU SAVE IN DOLLARS AND CENTS?

If you order at the maximum discount of 81%, then the price you formerly paid for only one book will now bring you up to five books. Or, said another way: five \$5.95 books, normally retailing for a total of \$29.75, might now be purchased (provided you have a card) for as little as \$5.96. A total saving of \$23.79. In any event, no cardholder will ever pay full price for any item purchased with his card.

Here are some typical orders processed by our IBM-S/360 computers during the week of April 14 to April 20. (No comment, criticism or en-

COMPUTER CONTROL NETWORK

Links thousands of current cardholders with all major publishers in the U. S. via electronic computer. Bypasses jobbers, wholesalers, distributors, bookstores, virtually all "middlemen" and "markups". Passes the savings of "directfrom-publisher" ordering (up to 81%) on to cardholder. Also permits cardholders (if they wish) to order any British books in print for a slight additional service charge.



dorsement of any book, publisher or author is implied or intended. Prices subject to change.)
Title List Card Price Price
GLOSSARY OF THE CONSTRUCTION, DESIGN & USE OF ARMS & ARMOR,
Stone. (Brussel)\$50.00\$ 9.95 PORTNOY'S COMPLAINT,
Philip Roth. (Random House) 6.954.89
Grossman & Jamlet. (Bonanza) 25.009.93
JAMES BEARD OUTDOOR COOKBOOK, Beard. (Ridge Press)
MYRA BRECKENRIDGE, Gore Vidal (Little, Brown) 5.95 . 2.95
THE ANTI-SEX, Masters & Lea 8.503.89
A SMALL TOWN IN GERMANY, John Le Carre
(cont'd top of next col.)

Master Catalog of American books FOOTNOTE 1 roundle 1 Master Catalog of American books is sent free with your card. (You are also entitled to receive the Master Catalog of British Books and—if you so desire—to order any and all British books in print, as well as obtain book quotations and bibliographic searches for research and scholarly purposes, at a slight additional service fee.)

FOOTNOTE 2 We do not profit from your \$5 Registration Fee (which, incidentally, cardholders generally "amortize" many times over on their first order alone). This goes at once to defray the considerable cost of programming your name and ordernumber into the battery of IBM-S/360 computers comprising our new Computer Control Network, which can store over 1½ BILLION characters of information, scan and process book orders at rate of TWO MILLION CHARACTERS PER MINUTE. Currently servicing orders for more than 100,000 booklovers, it is the only such network of its kind in existence.

FOOTNOTE 3 Cardholders receive only genuine publishers editions. Conventional book clubs often send members "club editions"—i.e., special "economy" printings using cheaper paper, smaller type, flimsler bindings. Our discounts are never achieved this way. All books are publishers' editions and are guaranteed brand new and bindery fresh—the same item that may be selling for up to four times the price in the "bookstore around the corner."



THE MEMOIRS OF CASANOVA, 6 Vols. (Putnam)
LAROUSSE ENCYCLOPEDIA OF THE EARTH (Prometheus)
COMPLETE PIANO MUSIC OF BEETHOVEN.
Zubin Mehta, others. 21 stereo LP records. Boxed. With analysis and program notes 100.0019.89
THE RICH & THE SUPER RICH,
Lundberg. (Stuart)
HANDWRITING ANALYSIS, Bunker, (Nelson-Hall)
DICTIONARY OF APHRODISIACS,
Wedeck, (Philosophical Library) 10.005.88
COMPLETE STRING QUARTETS OF
BEETHOVEN. Fine Arts Quartet.
9 stereo LP records. Boxed 40.009.79
OF YOGA, Vishnudavananda (Bell) 10.002.49
THE MONEY GAME,
"Adam Smith", (Random House) 6.954.89
PICTORIAL HISTORY OF MAGIC & THE SUPERNATURAL, Bessey. (Sprint) 10.005.89

HOW THESE LARGE DISCOUNTS ARE ACHIEVED

A newly activated Computer Control Network (picture below) bypasses virtually all "middlemen" (and "mark-ups") in the normal book distribution chain. The resultant savings are then passed on to cardholders in the form of discounts up to 81%. (See footnote 3 below)

YOU MUST BE SATISFIED OR MONEY REFUNDED

If for any reason after receiving it you feel your card is not as valuable as we have led you to believe (or even if you have simply changed your mind), you are free to return it within 10 days for a full refund of your Registration Fee. (Please tear card in half before returning it.) Naturally, any book you purchase with your card must also satisfy you completely or you may return it for a full refund—no questions asked.

To apply for an ALL-BOOK/ALL-PUBLISHER DISCOUNT CARD, complete and mail the form below. (Should your application not be aproved, your Registration Fee will be returned to you at once.) Mail form to ALL-BOOK/ALL-PUBLISHER DISCOUNT CARD, American Book Club, Hazleton, Pa. 18201.

FREE WITH YOUR CARD

Master Catalog of American Books (unobtainable outside book trade except for card-holders) lists full 20,000 books in print at guaranteed discounts up to 81%. An invaluable reference work, it is indexed by subject, author, title and publisher. You never pay full price for any book you order, under any circumstances. This 350-page Master Catalog remains yours—free and without obligation—even if you later decide to return your card for a refund.



APPLICATION FORM

Mail to: ALL-BOOK/ALL-PUBLISHER DISCOUNT CARD American Book Club, Hazleton, Pa. 18201

Please send a registered ALL-BOOK/ALL-PUBLISHER DISCOUNT CARD in my name. (Also forward Master Catalog of American Books free of extra charge.) I understand that acceptance of this card does not obligate me to buy anything. But it entitles me to order any books in print at discounts up to 81%, plus shipping. Enclosed is my one-time Registration Fee of \$5 to defray computer programming. There are no other charges for the rest of my life. If not satisfied, I am free to return card within 10 days for a full refund of my Registration Fee. But the Master Catalog of American Books will be mine to keep free, whether I decide to remain a cardholder or not.

lame Address			here. I am not book dealer, a will not rese books purchas with card at higher price.

If your card is lost or stolen please notify American Book Club at above address without delay.

science news

OF THE WEEK



An ancient jawbone, recently discovered in southeastern Australia, may prove to be 30,000 years old. The jawbone is part of a larger archaeological find that is overturning anthropologists' previous convictions about the antiquity and pattern of human settlement in Australia. See page 254. (Photo: Univ. of Sydney)

A Science Service Publication Vol. 97/March 7, 1970/No. 10 Incorporating Science News Letter

Watson Davis, 1896-1967
Publisher: E. G. Sherburne Jr.

Editor: Warren Kornberg

Managing Editor: Carl Behrens

DEPARTMENTS

Aerospace: Everly Driscoll

Behavioral Sciences: Lawrence Massett Chemistry and Engineering: Edward Gross

Earth Sciences: Kendrick Frazier

Environmental Sciences: Richard H. Gilluly

Life Sciences: Barbara J. Culliton

Medicine: Jeanne Bockel
Physics and Astronomy:
Dietrick E. Thomsen

Copy Editor: Nadine Clement

Faye Marley

Illustrations: Robert Trotter Production: Marilyn Binn

Production Assistant: Lisa Winters

Books: Margit Friedrich

Editorial Assistant: Esther Gilgoff

Advertising: Scherago Associates, Inc.

Circulation: Marcia Nelson

239 Axing the accelerators

240 Scientists for Tektite II
Assessing technology assessment

241 A satellite studies a comet Lids on Medicare

242 Readings on the ice age Open doors for FDA

243 Toxicity in lunar soil Standards for Philadelphia's air

244 Science Talent Search winners

245 Chemistry: One-step synthesis of ketones; Cystic fibrosis detection in infants; Molecular bonding in graphite fibers; Moon-earth theory; Detecting pesticides in water; Undersea mineral exploration; Sulfur dioxide clean-up

246 Medical Sciences: Controlling the heart-rate; Calcium in the brain; Asthma and parasites; Vision problems on the moon; Foot pain and emotional stress

247 Behavioral Sciences: Fossil-age flight; Work-ethic in animals; Racial trends in advertising; Value of the Head Start program; No labor saved

248 Environmental Sciences: Subtle pollutants; Birth control for pigeons; Phosphate policy in Pennsylvania; Containing oil spills; Workshop on environment

FROM ABROAD

256 Letter from London: Oceanographic policy needed

IN SCIENCE FIELDS

249 Nuclear Engineering: Fusion power against garbage

251 Space Biology: More monkeys in space
254 Archaeology: Ancient man in Australia

238 Letters to the Editor

257 Films of the Week

Books of the Week

SCIENCE SERVICE

Institution for the Popularization of Science founded 1921; a non-profit corporation

Board of Trustees—Nominated by the American Association for the Advancement of Science: Athelstan F. Spilhaus, West Palm Beach, Fla.; Wallace R. Brode (Treasurer), American Chemical Society, Washington, D. C.; Bowen C. Dees, University of Arizona. Nominated by the National Academy of Sciences: Henry Allen Moe, The Clark Foundation; Harlow Shapley, Cambridge, Mass.; Allen V. Astin, Bethesda, Md. Nominated by the National Research Council: Glenn T. Seaborg (President), U.S. Atomic Energy Commission; Leonard Carmichael, National Geographic Society; John R. Whinnery, University of California, Berkeley. Nominated by the Journalistic Profession: O. W. Riegel (Secretary), Washington and Lee University; Gordon B. Fister, Call-Chronicle Newspapers; Peter Clark, Evening News Association, Detroit. Nominated by the Edward W. Scripps Trust; John Troan, Pittsburgh Press; Ludwell Denny, Monterey, Calif.; Edward W. Scripps II (Vice President), Edward W. Scripps Trust.

Director: E. G. Sherburne Jr.; Assistant Director: Dorothy Schriver; Staff: Youth Division, Howard Weisbrod; Things of Science, Ruby Yoshioka.

march 7, 1970 237